

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



APPEAL TO THE BOARD OF PATENT APPEALS AND INTERFERENCES

Art Group Unit No. 2635
Examiner: Yang, Clara

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In re Application of: Bullock et al.
Title: System and Method for Providing a Customizable Web
Portal
Attorney Docket No. TN170

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APPELLANT'S BRIEF

This brief is being submitted a request for extension of time to comply with the two (2) month period from the filing of the Notice of Appeal.

Also tendered herewith is the fee for filing this Brief.

This Brief is **filed in triplicate**.

Real Party In Interest:

Unisys Corporation
One Unisys Way
Blue Bell, PA 19424

Unisys Corporation is the real party in interest through an obligation of assignment from all employees to Unisys Corporation pursuant to the standard employee agreements Unisys requires its employees to execute. A copy of the two

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executed assignments assigning the rights of all the inventors in this file are submitted herewith as Appendix Part E. The assignments were submitted to the USPTO for recording on or about March 7, as evidenced by our file records, but no recordation occurred.

Related Pending Appeals or Interferences:

None.

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Status of Claims

Claims 1-42 are under consideration and stand finally rejected, and there are no other pending claims in the case.

Specifically, claims 1-5, 7-12 and 14-22, 25-33, 36-40 and 42, stand rejected under section 103(a) as obvious over The Daily Jolt, together with an unsupported submission by the Examiner that it would have been obvious "...to have a master web site, if only to provide the header, so that all customized sites would have a similar look, theme and feel, as shown by the similarities between page 2 and page 4." (Paper No. 8, page 2, paragraph 4, lines 9-11).

Additional art is cited against claims to reject dependent claims 6, 13, 19, 23-24, 30, 34-35 and 41, under section 103(a). The additional art is a US Patent; No. 5,983,227, referred to as Nazem. The final rejection suggests the claims may be indefinite but does not specify any particulars of the alleged indefiniteness, nor cite section 112, nor formally reject said claims on this basis, instead finding Applicant's intent and providing substantive rejection under section 103(a). The modification of the claims to equate the account holder with a first user made by the applicant may have obviated this basis for rejection and if so, it may be inferred that the rejection under section 112 is withdrawn. It is believed therefore that there is no section 112 rejection at issue in this appeal.

All the other claims appear to also be rejected as dependent claims over the references with or without resort to combination with inference or presumption of inherency.

Status of the Amendments

Clarifying amendment was made to claims 1, 7, 15, 26, and 37, made by amendment of August 11, 2003, adding in a phrase defining a user of a first class as an account holder.

A clean set of claims is provided as Appendix Part A.

Summary of the Invention

This invention teaches a solution to some of the problems of costs and complexity for hosting web portal sites. In particular it teaches that a single master website can be shared among multiple account holders and that each of these account holders can be provided with a level of customization through which they can customize their use of the master website so that each of the account holders may have different versions used for their unique purposes and providing their unique publications thereof to their users. In turn, the account holders may provide that individual users of the account holder's websites may have customized views through an additional level of customization that account holders may provide to their users. This simplification of service provision provides for the potential that a single web portal site, maintained by one party, can provide the basis for client (account holder owned) web portal sites customized to meet the specific needs of the client's members, employees or customers. (This summary is abstracted from the Background and Summary sections of the specification, pages 3-5).

Issues

1. **Whether a reference (Jolt) that the Patent Office admits does not teach a master website is inadequate to supply the claim element "master website" to reject the claims.**
 - a. **If said reference is inadequate should the rejection be reversed or could there be some other way to supply the missing element to legally reject the claim?**
2. **Whether, if the reference which does not teach a master website is found adequate to infer a master website at law, a reference (Nazem) can supply additional missing elements it also does not appear to teach.**

Grouping of Claims

The claims could all be grouped together as all require a master website and the prior art found and cited against all the claims is missing this element, and this error is the basis for the appeal. However, claims 6, 13, 19, 23-24, 30, 34-35 and 41 required support of an additional reference for rejection, so if the argument with respect to the existence of a master website in the prior art fails to sustain these claims, this second group should be considered under additional argument. Accordingly there are two groups of claims I and II, Group I consisting of claims 1-5, 7-12, 14-18, 20-22, 25-29, 31-33, and 36-40, and Group II consisting of the remaining claims; 6, 13, 19, 23-24, 30, 34-35 and 41.

Argument

Issue 1:

Whether a reference (Jolt) that the Patent Office admits does not teach a master website is inadequate to supply the claim element “master website” to reject the claims.

The rejection of the claims over the Jolt reference begins with the statement...

“Jolt teaches a user of the first class has an account on the server, and hosting on a server has a copy of master web site. On page 2 and 4 are similar versions of the web page. Each version corresponds to an account on the server, as inherently shown by the different domain names. While Jolt does not explicitly discloses a master version of the web site on the server, Jolt shows that some parts of the web site are verbatim the same such as the Daily Jolt logo and the navigation bar. Therefore, it would have been obvious to have a master web site, if only to provide the header, so that all customized sites would have a similar look, theme and feel, as shown by the similarities between page 2 and page 4.”

Thus the office admits that “Jolt does not explicitly disclose(s) a master version of the web site on the server,” i.e., there is no master website shown in the cited art reference.

All of the claims require a master website through which the various versions are produced. The “master Web site” is used for “enabling the account holder to customize the copy of the master Web site in accordance with a first level of customizability:” in the language in Claim 1. Another example is in claim 26 which has means enabling users of a first class to hold accounts, means enabling each account holder to customize its copy of the master Web site in accordance with a first level of customizability, and means enabling users of a second class to create

customized copies of the master Web site and the account holder copies thereof in accordance with a second level of customizability."

The Jolt reference is a pair of web pages printed roughly a month before the applicant's filing date. It has no indication on its face as to how the verbatim parts became so. There is no supporting documentation referred to. There is no statement by the examiner indicating that he knows specific information to supply the missing element. There is only the assertion that "*...it would have been obvious to have a master web site...*".

Determining obviousness is not an easy thing. There must be some suggestion in the prior art, and the suggestion cannot be found only in light of the disclosure of the application.

First the Patent Office must make out a *prima facie* case of obviousness, which the rejection fails to do. The rule is made plain in *IN RE HANS OETIKER*, 977 F.2d 1443; 1992 U.S. App. LEXIS 25784 (page 3); 24 U.S.P.Q.2D (BNA) 1443; 93 (CAFC, 1992)

"The *prima facie* case is a procedural tool of patent examination, allocating the burdens of going forward as between examiner and applicant. *In re Spada*, 911 F.2d 705, 707 n.3, 15 USPQ2d 1655, 1657 n.3 (Fed. Cir. 1990). [**4] The term "*prima facie* case" refers only to the initial examination step. *In re Piasecki*, 745 F.2d 1468, 1472, 223 USPQ 785, 788 (Fed. Cir. 1984); *In re Rinehart*, 531 F.2d 1048, 1052, 189 USPQ 143, 147 (CCPA 1976). As discussed in *In re Piasecki*, the examiner bears the initial burden, on review of the prior art or on any other ground, of presenting a *prima facie* case of unpatentability. If that burden is met, the burden of coming forward with evidence or argument shifts to the applicant."

What is a *prima facie* case? The black-letter rule was enunciated by the Supreme Court in *Graham v. John Deere* (383 U.S. 1, 17) :

While the ultimate question of patent validity is one of law, *A. & P. Tea Co. v. Supermarket Corp.*, (citation) the § 103 condition, which is but one of three conditions, each of which must be satisfied, lends itself to several basic factual

inquiries. Under § 103, the scope and content of the prior art are to be determined; differences between the prior art and the claims at issue are to be ascertained; and the level of ordinary skill in the pertinent art resolved. Against this background, the obviousness or nonobviousness of the subject matter is determined. Such secondary considerations as commercial success, long felt but unsolved needs, failure of others, etc., might be utilized to give light to the circumstances surrounding the origin of the subject matter sought to be patented. As indicia of obviousness or nonobviousness, these inquiries may have relevancy.

The applicant suggests first that the examiner has failed to make out a *prima facie* case because the element he supplies, a master website, is not found in the art cited, but presumed. Nevertheless, the examiner argues... “*Applicant alleges that there is no evidence of a “master web site.” The Office has provided rationale that such a site would be obvious, and the Applicant has merely alleged that the site does not exist, which is not a persuasive argument..*” Paper No. 5, liens 3-5 of Paragraph “6”, page 5.

This “rationale,” upon which the entire rejection rests, appears to consist of ...” *Jolt shows that some parts of the web site are verbatim the same such as the Daily Jolt logo and the navigation bar. Therefore, it would have been obvious to have a master web site, if only to provide the header, so that all customized sites would have a similar look, theme and feel, as shown by the similarities between page 2 and page 4.”*

The Patent Office has not defined the state of the art since it does not supply nor describe any art by which the Jolt reference could be constructed. The applicant has previously argued that there *could be* other ways to obtain such a result than the way claimed by the applicant, and that there is no evidence of *any way* in which Jolt obtains this result. There is certainly no evidence of a master web site in Jolt as that term is used in the application. (see argument of applicant in Amendment After Final). The applicant suggested that there were numerous alternative potential solutions to produce such a result and engaged in some speculation as to other ways in which the Jolt result could have been obtained. The applicant notes here that the presumption that this result was obtained using the master website that the

applicant claims is mere guesswork on the part of the examiner. There is no evidence of the existence of a master web site in the prior art. Further, there is no evidence that a master web site, if it even existed in the prior art had been demonstrated to provide the functionality claimed, yet the examiner presumes both the existence and the capacity of a master web site to produce the claimed functionality on the basis of finding a website that has verbatim copies of language and a logo accessible through two different URLs.

While analogies are often not very well suited to patent claims, one could fairly characterize the assumption the examiner is making here by using one. What this looks like is someone seeing a jet-ski or wave-runner type boat and assuming a particular configuration of the propeller and housing. It is possible that it is configured as a normal parallel to the flow shafted propeller within the housing through which the water is accelerated to move the craft. It COULD be done that way, although it could also be done with a perpendicular to the flow shaft driving a centrifugal fan-shaped impeller, and possibly in other ways as well. One cannot know without opening up the craft to find out which way it works, or if it may even perhaps work some other way. If our claim to a master web site is analogous to a claim to a motor having a centrifugal fan-shaped impeller, the examiner here is citing something like a jet ski boat here which has no disclosure as to what imparts motion to the water flow through the water jet. Then the examiner is saying, in effect, that since one can see that a water jet could be produced by a centrifugal fan-shaped impeller (even though he has not found this impeller in the prior art), it must exist in this jet ski boat art, even though this art gives no hint as to how it works. Even if the applicant were claiming something analogous to the parallel to the flow shafted propeller as our master web site, and the examiner had found such a thing in a separate piece of prior art, but not in a jet ski type boat, the use of the parallel to the water flow propeller in a housing such as is in a jet ski type boat would still be novel and not obvious if such a configuration did not exist in the prior art and there was no apparent suggestion to combine the propeller with the housing to propel a boat.

In the opinion of the examiner, apparently, since it is possible that the Jolt websites could be made in the way the applicant teaches, (now that the applicant has shown that it can be done) therefore Jolt MUST do it that way. And further, since it must be done that way, it is obvious to do it that way. Applicant has argued that there are numerous other ways to accomplish the result represented by the Jolt reference. The examiner has not refuted this, or even addressed it. If there are other ways, the therefore clause of the examiner's syllogism fails. Jolt need not be created via a master web site. Therefore Jolt cannot be said to suggest using a master web site, since Jolt has no suggestion as to how it creates its functionality of having verbatim reproductions of content on two URLs.

Issue 1a: If said reference is inadequate should the rejection be reversed or could there be some other way to supply the missing element to legally reject the claim?

It may be possible that the Patent Office can search for and submit additional art showing the existence of master Web sites used as they are used if it can find them in the prior art, but it has so far failed to do so. The Jolt reference does not have a master Web site as that term is used in the claims, so it is inadequate as a matter of law, in that it is missing a key element of the claims.

The Patent and Trademark Office's own rules permit the examiner to supply information regarding how an element is known to exist in the prior art but has failed to do this as well. One such procedural rule is found in 37 CFR 1.104, Nature of examination, subsection (d)(2):

“When a rejection in an application is based on facts within the personal knowledge of an employee of the Office, the data shall be as specific as possible, and the reference must be supported, when called for by the applicant, by the affidavit of such employee, and such affidavit shall be

subject to contradiction or explanation by the affidavits of the applicant and other persons."

Clearly, the "fact" that a "master website "existed in the prior art is not in evidence, either through an affidavit submitted under this rule or through any other means or device.

Without the introduction of prior art suggestions or teachings, there is no way to meet the claims the applicant has submitted, and accordingly the rejection should be reversed.

Issue 2. Whether, if the reference which does not teach a master website is found adequate to infer a master website at law, a reference (Nazem) can supply additional missing elements it also does not appear to teach.

First, this issue applies to Group II claims only. As such they should be allowable under the discussion of Issue 1 as they all feature a master Web site limitation.

However, if the applicant's argument with respect to Issue 1 fails, this discussion should be considered.

Applicants respectfully submit that the Nazem reference does not cure the deficiencies of the Jolt reference. Nazem discloses dynamic page generation and scalable retrieval of real-time information to enable custom page serving in accord with user preferences. Nazem does not teach or suggest, alone or in combination with the Jolt reference, that a master Web site can be used by a plurality of account holders to have customized web sites for their respective customers, employees or other users. Instead Nazem is directed to solving the problem of making requests from other servers for live data by storing live data in local shared memory. (Title and Abstract, Nazem et al, US Pat. No. 5,983,227.) There is no consideration of classes of users in Nazem with different available levels of customization. There is no indication that the Nazem

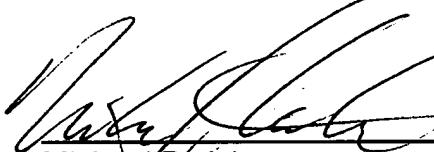
disclosure is trying to solve the problem of providing web portal hosting to various account holders whose customers, employees or users have their own level of customization of the web portal. Accordingly, Nazem does not show nor suggest the use of a master Web site to provide a solution to this problem.

Conclusion and Request for Relief

Neither the Jolt nor the Nazem references supply nor suggest the use of a master Web site to provide for an account holder to have an account on the server of the master Web site, and to further provide for that account holder to have the ability to customize the copy of the master Web site in accordance with one level of customization, and to further provide for the account holder to have a second class of customization available to the account holder's users. These elements are found in all the claims. Accordingly, they should all be allowable over the art of record and passed to issue.

The applicant therefore respectfully requests that all the claims be allowed and passed to issue.

Respectfully submitted,



4/30/2004

Michael B. Atlass
Attorney for Applicants
Reg. No. 30,606
Telephone No. 215-986-4111

UNISYS Corporation
One Unisys Way
M/S E8-114
Blue Bell, Pennsylvania 19424

MBA/mm

APPENDIX

PART A

1. A Method for providing a customizable Web site service comprising the steps of:

- (a) hosting, on a sever, a master Web site;
- (b) enabling a user of a first class to hold an account on the server, said user of a first class defining an account holder, and hosting on the server, for the account holder, a separate copy of the master Web site;
- (c) enabling the account holder to customize the copy of the master Web site in accordance with a first level of customizability; and
- (d) enabling a user of a second class to create a customized copy of the master Web site or an account holder copy thereof in accordance with a second level of customizability.

2. The method recited in claim 1, wherein the master Web site comprises a portal site.

3. The method recited in claim 1, further comprising the steps of assigning a unique Uniform Resource Locator (URL) to the account holder copy of the master Web site and providing the unique URL to the account holder.

4. The method recited in claim 3, wherein said assigning and providing steps are performed automatically by the server.

5. The method recited in claim 1 wherein the master Web site comprises at least one Web page, and wherein said at least one Web page of the master Web site comprises a combination of Web page elements.

6. The method recited in claim 5, wherein the first level of customizability allows customization of a greater number of Web page elements than said second level of customizability.

7. The method recited in claim 5, wherein said Web page elements comprise at least ones of text, graphics, and hyperlinks.

8. A method for providing a customizable Web site service comprising the steps of:

- (a) hosting, on a server, a master Web site;
- (b) enabling users of a first class to hold accounts on the server, said users of a first class defining account holders, and hosting on the server, for each account holder, a separate copy of the master web site;
- (c) enabling each account holder to customize its copy of the master Web site in accordance with a first level of customizability; and
- (d) enabling users of a second class to create customized copies of the master Web site and the account holder copies thereof in accordance with a second level of customizability.

9. The method recited in claim 8, wherein the master Web site comprises a Web portal site.

10. The method recited in claim 8, further comprising the steps of assigning a unique Uniform Resource Locator (URL) to each account holder copy of the master Web site and providing each account holder with the unique URL of its copy of the master Web site.

11. The method recited in claim 10, wherein said assigning and providing steps are performed automatically by the server.

12. The method recited in claim 8 wherein the master Web site comprises at least one Web page, and wherein said at least one Web page of the master Web site comprises a combination of Web page elements.

13. The method recited in claim 12, wherein the first level of customizability allows customization of a greater number of Web page elements of the master Web site or a copy thereof than said second level of customizability.

14. The method recited in claim 12, wherein said Web page elements comprise at least ones of text, graphics, and hyperlinks.

15. A system for providing a customizable Web site service, comprising:

(a) a server computer hosting a master Web site, and also hosting, for each user of a first class that holds an account on the server, said user of a first class defining an account holder, a separate copy of the master Web site; and

(b) interfaces to the server by which an account holder can customize its copy of the master Web site in accordance with a first level of customizability, and by which users of a second class can create customized copies of the master Web site and the account holder copies thereof in accordance with a second level of customizability.

16. The system recited in claim 15, wherein the master Web site comprises a Web portal site.

17. The system recited in claim 15, wherein the server computer assigns a unique Uniform Resource Locator (URL) to each account holder copy of the master Web site.

18. The system recited in claim 15 wherein the master Web site comprises at least one Web page, and wherein said at least one Web page of the master Web site comprises a combination of Web page elements.

19. The system recited in claim 18, wherein the first level of customizability allows customization of a greater number of Web page elements of the master Web site or a copy thereof than said second level of customizability.

20. The system recited in claim 18, wherein said Web page elements comprise at least ones of text, graphics, and hyperlinks.

21. The system recited in claim 18, wherein the server computer is connected to a network, and wherein the server computer further comprises a Web server that transmits the Web pages of the master Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, to the account holders and users of the second class via the network.

22. The system recited in claim 18, wherein the server generates the Web pages of the master Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, dynamically from information defining the pages.

23. The system recited in claim 22, wherein the information defining the Web pages of the master Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, are stored in a database on the server.

24. The system recited in claim 23, wherein the database comprises a plurality of sub-directories, one for each account holder account on the server, the sub-directory for a given account holder account containing the information defining the Web pages of that account holder's copy of the master Web site.

25. The system recited in claim 18, wherein the Web page elements of the master Web site comprise a list of hyperlinks, at least one graphic image, a scrolling

message, and a menu comprising a plurality of sub-menus of hyperlinks, and wherein said interfaces comprise an interface for customizing the list of hyperlinks, an interface for customizing the graphic image, an interface for customizing the scrolling message, and an interface for customizing the menu and its sub-menus.

26. A system for providing a customizable Web site service, comprising:
 - (a) a server computer hosting a master Web site;
 - (b) means enabling users of a first class to hold accounts on the server, said users of a first class defining account holders, and hosting on the server, for each account holder, a separate copy of the master Web site;
 - (c) means enabling each account holder to customize its copy of the master Web site in accordance with a first level of customizability; and
 - (d) means enabling users of a second class to create customized copies of the master Web site and the account holder copies thereof in accordance with a second level of customizability.

27. The system recited in claim 26, wherein the master Web site comprises a Web portal site.

28. The system recited in claim 26, wherein the server computer assigns a unique Uniform Resource Locator (URL) to each account holder copy of the master Web site.

29. The system recited in claim 26 wherein the master Web site comprises at least one Web page, and wherein said at least one Web page of the master Web site comprises a combination of Web page elements.

30. The system recited in claim 29, wherein the first level of customizability allows customization of a greater number of Web page elements of the master Web site or a copy thereof than said second level of customizability.

31. The system recited in claim 29, wherein said Web page elements comprise at least ones of text, graphics, and hyperlinks.

32. The system recited in claim 29, wherein the server computer is connected to a network, and wherein the server computer further comprises a Web server that transmits the Web pages of the master Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, to the account holders and users of the second class via the network.

33. The system recited in claim 29, wherein the server generates the Web pages of the master "Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, dynamically from information defining the pages.

34. The system recited in claim 33, wherein the information defining the Web pages of the master Web site, the account holder copies of the master Web site, and the customized copies thereof created by users of the second class, are stored in a database on the server.

35. The system recited in claim 34, wherein the database comprises a plurality of sub-directories, one for each account holder account on the server, the sub-directory for a given account holder account containing the information defining the Web pages of that account holder's copy of the master Web site.

36. The system recited in claim 26, wherein the Web page elements of the master Web site comprise a list of hyperlinks, at least one graphic image, a scrolling message, and a menu comprising a plurality of sub-menus of hyperlinks, and wherein said means enabling an account holder to customize its copy of the master Web site and said means enabling users of a second class to create customized copies of the master Web site and of the account holder copies thereof, comprise an interface for

customizing the list of hyperlinks, an interface for customizing the graphic image, an interface for customizing the scrolling message, and an interface for customizing the menu and its sub-menus.

37. A computer-readable medium having stored thereon program code that when executed causes as server that hosts a master Web site to:

(a) enable a user of a first class to hold an account on the server, said user of a first class defining an account holder;

(b) host on the server, for the account holder, a separate copy of the master Web site;

(c) enable the account holder to customize the copy of the master Web site in accordance with a first level of customizability; and

(d) enable a user of a second class to create a customized copy of the master Web or an account holder copy thereof in accordance with a second level of customizability.

38. The computer-readable medium recited in claim 37, wherein the master Web site comprises a Web portal site.

39. The computer-readable medium recited in claim 37, wherein said program code further causes the server to assign a unique Uniform Resource Locator (URL) to the account holder copy of the master Web site and to provide the unique URL to the account holder.

40. The computer-readable medium recited in claim 37 wherein the master Web site comprises at least one Web page, and wherein said at least one Web page of the master Web site comprises a combination of Web page elements.

41. The computer-readable medium recited in claim 40, wherein the first level of customizability allows customization of a greater number of Web page elements than said second level of customizability.

42. The computer-readable medium recited in claim 40, wherein said Web page elements comprise at least ones of text, graphics, and hyperlinks.

APPENDIX

PART B

– PAGES 3-5 OF APPLICANT'S SPECIFICATION

a mouse cursor over the link and depressing the mouse button. A Web page can also include other Web page elements, such as animations, videos, Java Applets, Active X controls, and the like.

One increasingly popular form of Web site is referred to as a Web portal. A Web portal 5 is a Web site that offers a centralized point of access to other resources and services on the Web, including other Web sites and Web pages. A Web portal site typically consists of one or more Web pages that provide various menus of hyperlinks, usually grouped by subject. For example, a Web portal site might provide a menu of hyperlinks to various news sources on the WWW, and another menu of hyperlinks may point to various on-line shopping Web sites. Another menu of 10 hyperlinks may point to selected Web sites specializing in travel services. Some Web portal sites may specialize in only one type of information, for example, computer helpdesk services, travel services, on-line shopping services, etc. Examples of Web portal sites that offer hyperlinks to a variety of different services on the Web are www.yahoo.com and www.lycos.com.

Some Web portal sites, including, for example, both www.yahoo.com and 15 www.lycos.com, allow users to create personalized versions of these Web sites, wherein the user can select which hyperlinks are displayed on that user's personalized version of the site and can arrange some elements of the screen display. Typically, a user desiring to create a personalized version of one of these Web portal sites must register with the site, usually providing a username and password. Thereafter, the user can "login" to his/her personalized version of the site by 20 entering the username and password at a login prompt.

Hosting and maintaining a Web portal site can be difficult and expensive. Many companies and organizations that might otherwise desire to provide a Web portal site for use by their members, employees, or customers do not have the technical or financial resources to do so. Accordingly, it would be desirable to provide a service that offered these companies and 25 organizations the use of a preexisting Web portal site, hosted and maintained by another party, that can be customized by each company or organization to meet the specific needs of its members, employees, or customers. In addition, it would be desirable if the members,

employees, or customers of a given company or organization could further customize the preexisting Web portal site to create personalized versions thereof. The present invention is directed to a system and method for providing such a service.

5

SUMMARY OF THE INVENTION

The present invention is directed to a system and method for providing a customizable Web portal service. According to the invention, a master Web site that serves as a Web portal is hosted on a server that is connected to a network, such as the Internet. The master Web site has a unique Uniform Resource Locator (URL) that can be used to access the master Web site from a client program, such as a Web browser, via the network. Users of a first class can establish accounts on the server, and for each account holder, the server hosts a separate copy of the master Web site. Each account holder copy of the master Web site has its own URL. Each account holder can customize its copy of the master Web site in accordance with a first level of customizability. Further according to the present invention, users of a second class can create customized copies of the master Web site or of the account holder copies thereof in accordance with a second level of customizability. Preferably, the first level of customizability available to account holders will permit a greater degree of customization than the second level of customizability available to the second class of users.

All or portions of the system and method of the present invention may be embodied in the form of program code stored on a computer-readable medium that, when executed, carries out the present invention.

The owner of the server that hosts the master Web site and the account holder copies thereof may charge a fee for the customizable Web portal service. For example, the owner of the server may charge a fee to each account holder. The fee may take the form of a one-time payment to establish an account on the server, a monthly service fee to host the account on the server, a fee based on the number of "hits" to the account holder's copy of the master Web site, or some combination of these kinds of fees. The fee could also be based on the degree to which

an account holder customizes its copy of the master Web site. Alternatively, the owner of the server can provide the customizable Web portal service for free, relying instead on other business benefits of hosting such a service. For example, the owner of the server may generate revenue from advertisements displayed on the master Web site and the account holder copies.

5 Additional features and advantages of the present invention will become evident hereinafter.

BRIEF DESCRIPTION OF THE DRAWINGS

The foregoing summary, as well as the following detailed description of the preferred 10 embodiment, is better understood when read in conjunction with the appended drawings. For the purpose of illustrating the invention, there is shown in the drawings an embodiment that is presently preferred, it being understood, however, that the invention is not limited to the specific methods and instrumentalities disclosed. In the drawings:

15 Figure 1 is a graphical representation of a customizable Web portal service that can be created with the method and system of the present invention;

Figure 2 is a block diagram of a system for providing the customizable Web portal service of Figure 1, in accordance with an embodiment of the present invention;

20 Figures 3A is a flow diagram illustrating a user registration process of the system of Figure 2, in accordance with a preferred embodiment of the method and system of the present invention;

Figure 3B is a flow diagram illustrating an account creation process of the system of Figure 2, in accordance with a preferred embodiment of the method and system of the present invention;

25 Figure 3C graphically illustrates a directory structure of a database of account holder and user profiles of the system of Figure 2 that is created during the registration and account creation processes illustrated in Figures 3A and 3B;

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APPENDIX

PART C

– JOLT REFERENCE

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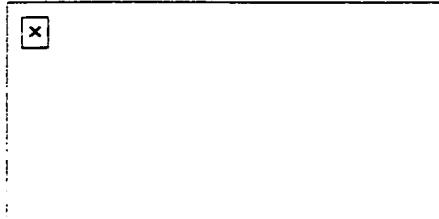
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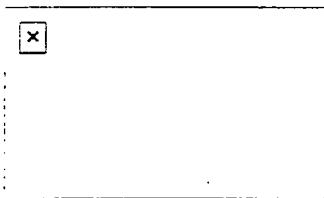
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Faculty Recital (Theatrical Production) - Salvatore Macchia, Viola de Gamba & contrabass, Maryanne Lockwood, harpsicord. Sun, Nov 28, 3:00 pm, UMass Bezanson Recital Hall, UMass

The Amherst Student
MassLive Local News
ESPN SportsZone

Blood Drive - Give the gift of life Mon, Nov 29, 10:00 am, Campus Center Rm 174-6, UMass

Fill-A-Bus - Food, Toy and Clothing Drive Mon, Nov 29, 11:00 am, In front of the Student Union, UMass

Check yourself out, before you wreck yourself (Lecture) - The Body, Mind, and Spirit Connection between Stress, Food, and Health: How they connect Mon, Nov 29, 6:00 pm, Everywoman's Center, UMass

Fill-A-Bus - Food, Toy and Clothing Drive Tue, Nov 30, 11:00 am, In front of the Student Union, UMass

Close Encounters of the Third Kind (Film) - Mountains of Mashed Potatoes! Tue, Nov 30, 7:30 pm, Stoddard Hall Auditorium, Smith

Rosh Chodesh and Menorah Making (Religious Life) - Jewish Women's Collective Tue, Nov 30, 7:30 pm, Hillel House , UMass

Thomas Crown Affair (Film) - Rec Council Movie Tue, Nov 30, 9:00 pm, Wright Hall Auditorium, Smith College

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APPENDIX

PART D

– NAZEM REFERENCE COVER PAGE

APPENDIX

PART E

– Assignments

ASSIGNMENT

WHEREAS, we Theodore K. Builock, Robert H. Verbeke, Carl A. Grula, John L. Krack, and Joseph D. Condon, residing respectively at 1517 Friends Lane, Maple Glen, Pennsylvania 19002, 907 S. Severgn Drive, Exton, Pennsylvania 19341, 1060 Hunter Hill Drive, Lansdale, Pennsylvania 19446, 7629 Lakeside Road, Fridlev, Minnesota 55432, and 1437 Schooner Way, Woodbury, Minnesota 55125, are the inventors of the invention(s) for which we have made application for Letters Patent to the United States, identified as Serial No. 09/469,904, filed on December 22, 1999, entitled System And Method For Providing A Customizable Web Portal; and

WHEREAS, Unisys Corporation, a corporation of the state of Delaware having a place of business at Township Line and Union Meeting Roads, Blue Bell, Pennsylvania 19424, is desirous of acquiring the entire right, title and interest in said invention(s), said application and in any patents which may be granted thereon;

NOW THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, we hereby assign, sell and transfer unto said Unisys Corporation, its successors and assigns (hereinafter "Assignee"), our entire right, title and interest in and to all inventions disclosed in said application, in and to said application and in and to any patents for the United States of America, its territories and possessions and all foreign countries resulting from said invention(s) and said patent application, including all divisions, continuations, reissues and extensions thereof, all rights to claim priority based thereon, all rights to file foreign applications on said invention(s), and all patents, reissues and extensions thereof, issuing for said invention(s) in the United States of America and in any and all foreign countries.

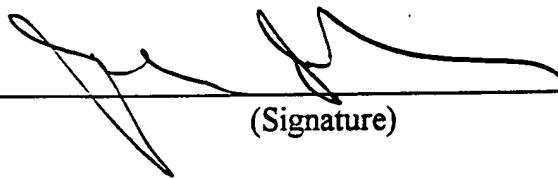
We hereby grant to Assignee the right to apply in our or in its own name for patents corresponding to the above invention(s) in countries foreign to the United States, and all priority rights resulting from the above-identified United States patent application. We hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all patents that may be granted for said invention(s) to Assignee, and we agree that we and our successors, assigns or legal representatives thereof, shall be legally bound without additional compensation (except for any statutory fee applicable to witnesses), but without cost to us, to promptly communicate to Assignee or its representatives, all facts known to us or in our possession respecting said invention(s) whenever requested, to testify in any legal proceedings, to sign all lawful papers, execute all divisional, continuing and reissue applications, to make all rightful oaths and to generally aid said Assignee, its successors and assigns, as and when requested by them, in obtaining in the name of the Assignee and in enforcing proper patent protection for said invention(s) on behalf of the Assignee, in the United States and all countries foreign thereto.

We hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which conflicts, or would be in conflict, with this Assignment.

The parties hereto acknowledge that they have specifically requested the present agreement to be drawn up in the English language.

Inventor

Theodore K. Bullock
(Typed Name)



3/1/2000

(Date)

STATE OF Pennsylvania
COUNTY OF Montgomery

Sworn to and subscribed before me this 01 day of March, 2000, by

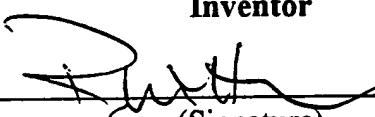

Notary Public

Notarial Seal
Colleen A. McLaughlin, Notary Public
Whitpain Twp., Montgomery County
My Commission Expires Sept. 23, 2002

Member, Pennsylvania Association of Notaries

Inventor

Robert H. Verbeke
(Typed Name)



3/1/2000

(Date)

STATE OF Pennsylvania
COUNTY OF Montgomery

Sworn to and subscribed before me this 01 day of March, 2000 by


Notary Public

Notarial Seal
Colleen A. McLaughlin, Notary Public
Whitpain Twp., Montgomery County
My Commission Expires Sept. 23, 2002

Member, Pennsylvania Association of Notaries

Inventor

Carl A. Grula
(Typed Name)

(Signature)

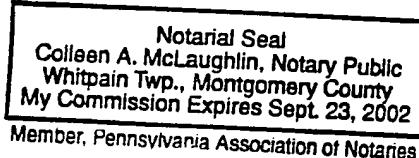
03-01-00

(Date)

STATE OF Pennsylvania
COUNTY OF Montgomery

Sworn to and subscribed before me this 01 day of March, 2000, by

Colleen A. McLaughlin
Notary Public



Inventor

John L. Krack
(Typed Name)

(Signature)

(Date)

STATE OF _____
COUNTY OF _____

Sworn to and subscribed before me this _____ day of _____, 20____, by

Notary Public

Inventor

Joseph D. Condon _____ (Typed Name) _____ (Signature) _____ (Date)

STATE OF _____
COUNTY OF _____

Sworn to and subscribed before me this _____ day of _____, 20____, by

_____ (Signature)
Notary Public

ASSIGNMENT

WHEREAS, we Theodore K. Bullock, Robert H. Verbeke, Carl A. Grula, John L. Krack, and Joseph D. Condon, residing respectively at 1517 Friends Lane, Maple Glen, Pennsylvania 19002, 907 S. Severyn Drive, Exton, Pennsylvania 19341, 1060 Hunter Hill Drive, Lansdale, Pennsylvania 19446, 7629 Lakeside Road, Fridley, Minnesota 55432, and 1437 Schooner Way, Woodbury, Minnesota 55125, are the inventors of the invention(s) for which we have made application for Letters Patent to the United States, identified as Serial No. 09/469,904, filed on December 22, 1999, entitled System And Method For Providing A Customizable Web Portal; and

WHEREAS, Unisys Corporation, a corporation of the state of Delaware having a place of business at Township Line and Union Meeting Roads, Blue Bell, Pennsylvania 19424, is desirous of acquiring the entire right, title and interest in said invention(s), said application and in any patents which may be granted thereon;

NOW THEREFORE, for valuable consideration, the receipt of which is hereby acknowledged, we hereby assign, sell and transfer unto said Unisys Corporation, its successors and assigns (hereinafter "Assignee"), our entire right, title and interest in and to all inventions disclosed in said application, in and to said application and in and to any patents for the United States of America, its territories and possessions and all foreign countries resulting from said invention(s) and said patent application, including all divisions, continuations, reissues and extensions thereof, all rights to claim priority based thereon, all rights to file foreign applications on said invention(s), and all patents, reissues and extensions thereof, issuing for said invention(s) in the United States of America and in any and all foreign countries.

We hereby grant to Assignee the right to apply in our or in its own name for patents corresponding to the above invention(s) in countries foreign to the United States, and all priority rights resulting from the above-identified United States patent application. We hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all patents that may be granted for said invention(s) to Assignee, and we agree that we and our successors, assigns or legal representatives thereof, shall be legally bound without additional compensation (except for any statutory fee applicable to witnesses), but without cost to us, to promptly communicate to Assignee or its representatives, all facts known to us or in our possession respecting said invention(s) whenever requested, to testify in any legal proceedings, to sign all lawful papers, execute all divisional, continuing and reissue applications, to make all rightful oaths and to generally aid said Assignee, its successors and assigns, as and when requested by them, in obtaining in the name of the Assignee and in enforcing proper patent protection for said invention(s) on behalf of the Assignee, in the United States and all countries foreign thereto.

We hereby covenant that no assignment, sale, agreement or encumbrance has been or will be made or entered into which conflicts, or would be in conflict, with this Assignment.

The parties hereto acknowledge that they have specifically requested the present agreement to be drawn up in the English language.

Inventor

Theodore K. Bullock

(Typed Name)

(Signature)

(Date)

STATE OF _____
COUNTY OF _____

Sworn to and subscribed before me this ___ day of _____, 20___, by

Notary Public

Inventor

Robert H. Verbeke

(Typed Name)

(Signature)

(Date)

STATE OF _____
COUNTY OF _____

Sworn to and subscribed before me this ___ day of _____, 20___, by

Notary Public

Inventor

Carl A. Grula
(Typed Name)

(Signature)

(Date)

STATE OF _____
COUNTY OF _____

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Notary Public

John L. Krack
(Typed Name)

Inventor

John L. Krack

2/28/00

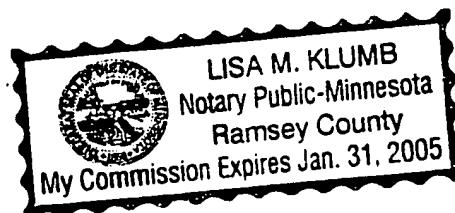
(Date)

STATE OF MINN
COUNTY OF Ramsey

Sworn to and subscribed before me this 28 day of Feb, 2000, by

Lisa Klumb

Notary Public



Joseph D. Condon
(Typed Name)

Inventor

Joseph D. Condon
(Signature)

2/28/200
(Date)

STATE OF MN
COUNTY OF Ramsey

Sworn to and subscribed before me this 28 day of Feb, 20⁰⁰ by

Lisa Klumb
Notary Public

